



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
3050 K Street, NW
Washington, DC 20007

Contract # 197589

Schedule Dates 10/02/12-10/08/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est 1905 OFA ADD to Sked A 10-2 to 10-8 (72284)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/Add to Sked A/1905 10/2 - 10/8
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments

Date Entered 10/01/12
Last Modified 10/01/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,683.75
Net Total \$111,541.25
Sales Tax

WJLA Arlington (WJLA)

By Calendar Month	Spots	Rate
Oct. 2012	39	\$131,225.00
Grand Total:	39	\$131,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	10:58A- ABC- THE VIEW			1	1	1	1			4	\$2,500.00	\$10,000.00	WJLA Arlington (WJLA)		10/1/12
2.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	3		X	X	X	X			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/1/12
3.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA	3		X	X	X	X			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		10/1/12
4.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	3		X	X	X	X			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		10/1/12
5.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	3		X	X	X	X			3	\$3,200.00	\$9,600.00	WJLA Arlington (WJLA)		10/1/12
6.0	Normal Line / SPOT	10/03/12-10/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	2			1	1				2	\$3,275.00	\$6,550.00	WJLA Arlington (WJLA)		10/1/12
7.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58P- WHEEL OF FORTUNE	2		X	X	X	X			2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/1/12
8.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	7:27P- JEOPARDY	2		X	X	X	X			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/1/12
9.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	7:57P- ABC-LAST RESORT					1				1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		10/1/12
10.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	10:02P- ABC-SCANDAL					1				1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/1/12
11.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	3:28P- SPORTS- ABC COLLEGE FOOTBALL							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Advertiser	Obama for America/D (9323)	Last Modified	10/01/12
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Product	Political-Political (1088)	CO-OP	No
Brand	Est 1905 OFA ADD to Sked A 10-2 to 10-8 (72284	Headline #	Demo
Salesperson	Petro, Susan (1110)	Order Type	Normal
Sales Office	WJLA - Core Team	Package Deal	
Buyer Name	Nagelberg, Dan	Commission %	15.00
Phone/Fax	/	Commission	\$19,683.75
CPE	OFA/Add to Sked A/1905 10/2 - 10/8	Net Total	\$111,541.25
Account Types	Local/Political Candidate Agency	Sales Tax	
Billing Type	Calendar		
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WJLA Arlington (WJLA)		
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12.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7:57P- SPORTS- ABC SATURDAY NIGHT FOOTBALL SHOWCASE							2		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/1/12
12.0.1	Preempt	10/06/12												1	\$3,275.00	\$3,275.00	WJLA Arlington (WJLA)	No Avail/Exception -	10/1/12
13.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	11P- NEWS ABC 7 NEWS @ 11P		1							1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/1/12
14.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6A- NEWS-GOOD MORNING		1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		10/1/12
15.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/1/12
16.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:57P- ABC-DANCING WITH THE STARS		1							1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		10/1/12
17.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		2							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/1/12
18.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	10:58A- ABC-THE VIEW		1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/1/12
19.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:27P- JEOPARDY		1							1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/1/12
20.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:27P- JEOPARDY		1							1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/1/12

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21.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	6:58P- WHEEL OF FORTUNE	1			X	X	X			1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/1/12
22.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	7:27P- JEOPARDY	1			X	X	X			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/1/12
23.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1			X	X	X			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		10/1/12
24.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	7:57P- ABC-THE MIDDLE/NEIGHBORS	1							X	1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/1/12

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